

Message Text

UNCLASSIFIED

PAGE 01 BRUSSE 06897 131915Z

70

ACTION EUR-12

INFO OCT-01 EA-09 IO-13 ISO-00 AID-05 CEA-01 CIAE-00

COME-00 EB-07 FRB-01 INR-07 NEA-10 NSAE-00 USIA-15

OPIC-06 SP-02 TRSE-00 CIEP-02 LAB-04 SIL-01 OMB-01

DODE-00 PM-04 H-02 L-03 NSC-05 PA-02 PRS-01 SS-15

/129 W

----- 127805

R 131621Z JUL 76

FM AMEMBASSY BRUSSELS

TO SECSTATE WASHDC 7415

USMISSION OECD PARIS

INFO AMEMBASSY ANKARA

AMEMBASSY ATHENS

AMEMBASSY BERN

AMEMBASSY BONN

AMEMBASSY CANBERRA

AMEMBASSY COPENHAGEN

AMEMBASSY DUBLIN

AMCONSUL FRANKFURT

AMEMBASSY THE HAGUE

AMEMBASSY HELSINKI

AMEMBASSY LISBON

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY MADRID

AMEMBASSY OSLO

AMEMBASSY OTTAWA

AMEMBASSY PARIS

AMEMBASSY REYKJAVIK

AMEMBASSY ROME

AMEMBASSY STOCKHOLM

AMEMBASSY TOKYO

AMEMBASSY VIENNA

AMEMBASSY WELLINGTON

USMISSION EC BRUSSELS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BRUSSE 06897 131915Z

USMISSION USUN NEW YORK

USMISSION GENEVA
USDEL MTN GENEVA

UNCLAS BRUSSELS 06897

E.O. 11652: N/A

TAGS: OTRA,EINV,OECD,BE

SUBJECT: OECD INVESTMENT PACKAGE: AMBASSADOR TURNER'S BRIEFING
OF US BUSINESS LEADERS IN BRUSSELS

REF: BRUSSELS 6854 (NOTAL)

1. USOECD AMBASSADOR TURNER MET AT THE EMBASSY ON JULY 12 WITH SOME 30 SENIOR EXECUTIVES OF THE LOCAL AMERICAN BUSINESS COMMUNITY HE GAVE THE BACKGROUND AND MAIN PROVISIONS OF THE NEW OECD INVESTMENT PACKAGE IN HALF AN HOUR,AND THEN RESPONDED TO QUESTIONS AND COMMENTS FROM THE AUDIENCE FOR ANOTHER HOUR. INFORMAL DISCUSSION CONTINUED WHILE A LIGHT BUFFET LUNCH WAS CONSUMED. AMBASSADOR TURNER CONCLUDED HIS STAY AT THE EMBASSY BY HOLDING A QUESTION-AND-ANSWER SESSION WITH TEN MEMBERS OF THE BRUSSELS PRESS CORPS.

2. THE PRESENTATION TO THE BUSINESSMEN WAS VERY WELL RECEIVED. A NUMBER OF THOUGHTFUL AND PROVOCATIVE QUESTIONS WERE DIRECTED AT AMBASSADOR TURNER,INCLUDING SEVERAL IMPLYING SKEPTICISM THAT THE OECD PROGRAM WAS EITHER WORTHWHILE OR COULD BE EFFECTIVE. OTHER QUESTIONS WERE DIRECTED TO MODALITIES OF BUSINESS AND GOVERNMENT PARTICIPATION AND MONITORING.THE REPLIES PERSUASIVELY PLACED THE OECD GUIDELINES IN PERSPECTIVE: THEY ARE NOT INTENDED TO REVOLUTIONIZE THE BEHAVIOR OF MULTINATIONAL ENTERPRISES,PARTICULARLY SINCE MOST FIRMS ALREADY CONFORM TO THE PRINCIPLES IN THE GUIDELINES, BUT REPRESENT AN IMPORTANT EFFORT TO ESTABLISH RULES IN AN AREA WHERE NO INTERNATIONAL CONSENSUS HAS HERETOFORE EXISTED. AMBASSADOR TURNER EMPHASIZED THAT THE OECD PACKAGE SHOULD BE LOOKED UPON AS A COMPACT BETWEEN GOVERNMENTS AND MULTINATIONAL ENTERPRISES,SINCE IT ESTABLISHES OBLIGATIONS FOR BOTH PARTIES. AS FOR THE VOLUNTARY NATURE OF THE GUIDELINES, THE AMBASSADOR POINTED OUT THAT THE POLITICAL WILL OF THE OECD COUNTRIES BACKING UP THE GUIDELINES CAN MAKE THEM UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BRUSSE 06897 131915Z

EFFECTIVE HE CITED THE 1974 OECD TRADE PLEDGE AS AN EXAMPLE OF A VOLUNTARY AGREEMENT THAT HAS BEEN ADHERED TO WITHOUT SERIOUS EXCEPTION BECAUSE IT WAS BACKED BY THE POLITICAL WILL OF THE GOVERNMENTS ADOPTING IT.

3. QUESTIONS FROM THE JOURNALISTS INDICATED THAT THEY TOO WERE NOT YET FAMILIAR WITH THE CONTENTS OF THE OECD INVESTMENT PACKAGE. AS A RESULT,THIS SESSION CONSISTED MOSTLY OF

EXPLAINING THE BACKGROUND,SUBSTANCE AND STATUS OF THE DOCUMENT. LIKE THE EXECUTIVES,SOME JOURNALISTS APPEARED SKEPTICAL AT FIRST ABOUT THE SIGNIFICANCE OF THE OECD INVESTMENT PACKAGE. AMBASSADOR TURNER'S RESPONSES TO THEIR QUESTIONS STRUCK A BALANCE THAT MADE CLEAR THE IMPORTANT IMPLICATIONS AND POTENTIAL OF THE OECD INITIATIVE,WITHOUT MAKING UNREALISTIC PROMISES OF DRAMATIC IMMEDIATE CHANGES IN GOVERNMENT OR MULTINATIONAL ENTERPRISE BEHAVIOR.IN ADDITION TO THE INVESTMENT PACKAGE,JOURNALISTS ASKED QUESTIONS ON THE FOLLOWING SUBJECTS:

- U.S GOVERNMENT EFFORTS TO HEAD OFF A PROPOSED EC TAX ON IMPORTED VEGETABLE OIL;
- OECD CONSIDERATION OF EAST-WEST ECONOMIC-COMMERCIAL ISSUES;
- U.S VIEWS ON THE PRESENT STATUS AND FUTURE PROGRAM FOR CIEC.

4. ALL WHO PARTICIPATED FOUND THE MEETINGS USEFUL AND INFORMATIVE. SEVERAL BUSINESSMEN SAID THEY INTENDED TO FOLLOW UP WITH THEIR STATESIDE HEADQUARTERS,AND URGED THE GOVERNMENT TO BRIEF U.S. ENTERPRISES DOMESTICALLY ALONG LINES OF PRESENTATION BY AMBASSADOR TURNER IN EUROPE. THE EMBASSY BENEFITED GREATLY FROM AMBASSADOR TURNER'S APPEARANCE,BOTH DIRECTLY FROM HIS BRIEFINGS AND INDIRECTLY THROUGH PROVIDING AN EXCELLENT OCCASION FOR MEANINGFUL EXCHANGE WITH THE BUSINESS COMMUNITY ON A SUBJECT OF IMMEDIATE MUTUAL INTEREST. MANY OF THE INVITED BUSINESSMEN WENT WELL BEYOND SIMPLE COURTESY IN EXPRESSING THEIR WHOLEHEARTED APPRECIATION FOR AMBASSADOR'S HOSPITALITY AND FOR THE OPPORTUNITH TO DISCUSS THIS IMPORTANT SUBJECT WITH THE OFFICIAL WHO LED OUR NEGOTIATIONS.

FIRESTONE

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: BUSINESSMEN, BRIEFING MATERIALS, MEETING REPORTS
Control Number: n/a
Copy: SINGLE
Draft Date: 13 JUL 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976BRUSSE06897
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760270-0564
From: BRUSSELS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760766/aaaacfkkel
Line Count: 145
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 BRUSSELS 6854
Review Action: RELEASED, APPROVED
Review Authority: schaeafaj
Review Comment: n/a
Review Content Flags:
Review Date: 19 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <19 APR 2004 by ThomasVJ>; APPROVED <24 SEP 2004 by schaeafaj>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: OECD INVESTMENT PACKAGE: AMBASSADOR TURNER'S BRIEFING OF US BUSINESS LEADERS IN BRUSSELS
TAGS: OTRA, EINV, BE, OECD, (TURNER, WILLIAM C)
To: STATE OECD PARIS
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006